



*The*  
*Home Builders Guide*



## What to Look For When Building a Home

### PERSONAL SERVICE

Which assures you interested, intelligent consideration of your requirements.

### A RELIABLE FIRM

One who is financially responsible to carry out any contract entered into—with integrity and practical knowledge to erect your Home according to plans and specifications.

### A DESIGNING DEPARTMENT

That can help you with your individual problems regardless of whether you want to build a Bungalow or Apartment Building that is architecturally correct. Building from a poor plan and specifications is like trying to beat a train to the crossing.

### FINANCE

One who can make a financial arrangement, which best suits your needs, whether it be monthly payments or straight mortgage.

### WORKMANSHIP AND CONSTRUCTION

By skilled craftsmen who are thoroughly familiar with all the details of building construction working under personal supervision, thereby assuring first class workmanship and construction. It costs less to build well.

### PRICE

Where quality is higher than price, as several overheads and profits are eliminated with a General Contractor employing their own men.

### *Beck-Pfeifer Building Corporation*

*Designers and General Contractors*

4413 Center Street

Phone Kilbourn 8912

MILWAUKEE, WIS.



## Selecting a Homesite

*By Glenn Realty Company*

*Developers of Underwood Properties in Wauwatosa and Palo Alto in Shorewood*

HOME is man's most cherished possession. He guards its sanctity. He provides for its security. Be it ever so humble, home typifies pride of ownership. It expresses ideals—of beauty, of charm, of dignity, of hospitality and of stability according to a man's own concepts and ability to provide.

It follows therefore, that where the home of the heart's desire is to be built is an all important question. Location is significant. It commands first consideration. Upon it depends the ultimate joy of home ownership. And while many factors enter into the entire scheme, location is an outstanding one.

We want the conveniences of city life, but without its congestion. Therefore, in making your selection of a homesite, view the location with respect to the city's natural and logical growth. Is the subdivision, in which you are considering the purchase of a lot, directly in the immediate path of expansion? Is it adjacent to or accessible to city improvements? In other words, is it a "close-in" subdivision where city improvements in the near future are obviously apparent? Ask yourself, is it reasonable to suppose that within the specified time the subdivision can become the place in which you will want to erect your home—in a neighborhood with conveniences and surroundings that conform to the standards of modern community life?

Consider transportation. That, too, is important. If neither a street car line nor bus service reaches or passes the property, how far removed are the possibilities of such service being extended? Keep your weather eye open to this. Even the best of autos get out of commission at times and often enough friend wife "simply must have the car today."

Schools also enter into the picture, especially for the family man. Are these vitally necessary institutions so located with respect to your prospective selection that your children must do a daily marathon to reach the seat of learning? Or is there a school site already provided for in the immediate neighborhood and actual building to follow even before the demand becomes too urgent? Worth considering, isn't it?

What is the neighborhood like? What will it be when home building begins? How carefully,

safely and surely have the subdividers provided and established building restrictions which assure real future security? You have a right to ask about this. You should become thoroughly familiar with the subdivision's entire restrictions and support those high class realtors who have the courage to impose binding restrictions and to stand by these restrictions even though the determination to do so often results in lost sales.

Last but not least comes cost. Paying too little is often as serious a loss as paying too much. Witness the eyesores of rashly chosen, unsufficiently restricted and quick sale plots here and there. Groups of cheaply built homes of nondescript architecture. No individuality, no charm. Rapidly depreciating. A menace to the neighborhood and continually minimizing the land values.

But, by the same token, don't pay too much. High prices do not necessarily imply great values. High pressure selling, circus advertising and stunt ballyhooing do not make values. Be guided, rather, by this fundamental fact. Those subdividers who wisely choose a homesite property, who conduct their selling campaign along legitimate lines and who have the good judgment to be satisfied with a fair and reasonable profit do not need to resort to skyboosting prices.

Above all, know with whom you are dealing. Seek high grade realtors with a reputation in the community for integrity. Be guided by the Code of Ethics adopted by the Milwaukee Real Estate Board. It is a safe criterion. Then, selecting a homesite will become not a dreaded task ensnared with doubts and misgivings but really a delightful pleasure with much in store of future happiness and contentment.



## When the Family Makes Plans for Their Home

### Architectural Designing

By Beck-Pfeifer Building Corporation

**I**T'S lots of fun. Mother is emphatic about the closet room. Father holds out for a den of his own. And so it goes. Countless splendid ideas are born, but there seems to be no way to shape them up and make them workable.

Here is just where the Beck-Pfeifer Building Corporation can be of immeasurable service. Our experienced staff of designers and builders can take your ideas and translate them into a good sound workable set of plans and specifications. *From these, under the guidance and supervision of construction experts, will rise the home of your dreams.*

In the hands of a skilled designer, constructional lines take on the character and qualities that develop into a *well-designed, honestly home-like house*. Certainly it is not more costly to work from a good pattern than from a poor one—it costs no more to build a correctly designed home than to build one of the cracker box variety.

When you build your home you not only want it to be beautiful in appearance, but enduring for all the years to come, to insure against those costly and unexpected upkeep expenses which eat into the family budget. It costs less to build well. With a first hand knowledge of the materials that go into a home, and with constant supervision to see that all materials measure up to specifications, it is a simple matter for us to live up to this standard that we have set for ourselves.

And, too, the usual "grief" attendant upon the building of a home is entirely lacking under the Beck-Pfeifer system. There are no "extras" or arguments.

Possibly, also, one of the reasons why Beck-Pfeifer home owners are so warmly enthusiastic about their relations with our organization is because of the direct personal interest that the principals of the firm have in every home in process and in every client. Many have commented upon this spirit.

We invite you to visit our offices at 4413 Center street, or to telephone us at Kilbourn 8912.





## Financing a Home "The Building and Loan Way"

By L. E. Stanton

*Sec'y Badger Savings Building and Loan Ass'n  
Sec'y State League of Building and Loan Ass'ns*

WHEN you finance your home through a modern building and loan association, you are doing it in the most economical and practical way. A building and loan plan is about the only way a home seeker can finance a home and have title or deed in his own name immediately. A Bank or Trust Company will not advance a sum greater than 50% of their appraisal, and they seldom advance sums on a construction loan.

In our Association, the builder submits plans and complete specifications when application is filed. These are turned over to Appraisal Committee who decide the amount to be given. The abstract of title is secured, extended to date, and turned over to Attorney for his opinion. The mortgage, bond and necessary papers are drawn up and signed by applicants; proper papers filed with Register of Deeds. Before money is paid out by the Association, an order must be given to contractor, and he must furnish waiver of liens. Inspection of buildings under construction are made to ascertain if the work conforms to plans and specifications. We deal only with responsible contractors.

The ordinary expense on a loan is about \$30.00 covering all the above mentioned costs. The member begins making monthly payments of \$50.00 per month on a \$5000 loan and continues until the principal is reduced by one-third of the original loan, when interest rate is reduced one-half per cent. He continues in this manner until the principal is reduced one-half of the original amount, when the interest is again reduced one-half per

cent. A loan of this character is much preferable to other methods of financing—there being no other costs during entire life of loan except withdrawal fee of \$1.00 per share or \$50.00 on a \$5000 loan.

On a straight loan, made on a 50% basis, generally a 2% commission is charged. Then every three years it is necessary to renew mortgage upon which renewal commission is charged. The prevailing rate on a first mortgage is 6%. In order to make up the difference between a 65 to 70 per cent Building and Loan mortgage and a 50% straight mortgage, it becomes necessary to finance on a second mortgage which bears a higher rate of interest and a commission of from 5% to 20%. This generally runs for three years. The best way to finance is the Building and Loan way, and in a given length of time the property is clear without it being necessary to go to the expense and trouble every three years for renewing the mortgage.





## Mason and Concrete Work

*By Beck-Pfeifer Building Corporation*

A GOOD foundation is of first consideration. To be well built, and stand the test of time, a house must have an adequate foundation; one that is substantial enough to carry the load of the rest of the building; one that is moisture proof; one where proper drainage has been provided for.

To begin with, drain tile should be laid on the inside and outside angle of the footings with leads through the footings and connected with the sewer. There should be at least 1'0" to 18" conders or gravel fill over outside wall drain tile to prevent clogging of drain tile. A dry basement is thus assured. The footings themselves should be not less than six inches thick and should extend six to eight inches on each side of the wall; while eight to ten inch footings are necessary at posts and for the chimney because there is a more direct load at these points.

Very satisfactory walls are constructed of cement blocks, if the blocks are properly manufactured of a good rich mixture. Such a wall is impervious to moisture because of the dead air space acting as insulation.

The wall below the grade line should be well back plastered with a rich mixture cement mortar, and it is often advisable to use in addition to back plastering hot asphalt or tar. This is most necessary if the soil is moist. In all concrete work, washed material, both sand and stone, should be used.

The size of the concrete block necessary for the walls varies according to the kind of material to be used in the walls of the house. A twelve inch block gives proper bearings for the beams in a brick veneer building. Eight inch blocks are then used to receive bricks. The correct block in a frame building is ten inches.

Modern construction demands Steel "I" beams to support the weight of the floors above, and Crex columns; they are much superior to wood beams and wood posts.

It is most important that the chimney be at least two feet above the ridge of the building, and to insure proper draft, the size of the flue must be adequate.

A smoky fireplace is not to be tolerated. When the fireplace is properly constructed, and if the right proportion between the height and depth is maintained, you will suffer no inconvenience from this source.





## Washed Sand and Gravel Correctly Graded

*By Otto Ladwig & Sons, Inc.*

**Y**OUR home is the most important purchase you will ever make, certainly it is one that will directly influence your comfort, happiness and well being for years to come if not for life.

Therefore, when making this important decision, it is well to consider, not alone those things which are always visible but those which are hidden away in foundations, sidewalks, floors, steps etc.

The wise home builder will consider a contractor who has the reputation of the Beck-Pfeiffer Building Corporation, who will start the foundation of your home with a good, clean, washed and well graded sand and gravel and continue using these quality materials until the last piece of concrete has been put down.

OTTO LADWIG & SONS, INC., who, as producers of sand and gravel do not hesitate in recommending a contractor with a reputation of this kind.





## Concrete for Permanence

*By Wm. H. Devos Co., Inc.*

### Concrete Blocks

THE modern trend in building today is toward the increased use of CONCRETE. Of all the reasons for the growing popular favor of this material, perhaps the one of most importance is the fact that concrete is fire and vermin proof, and becomes stronger with age, so that the slight additional cost when building is soon repaid in the saving of repairs and cost of insurance, as well as increased sale value.

The foundation and roof of a building are two of the very important facts to consider; the former for dampness and the latter for fire resistance and repairs.

It is a well known fact that a home built of a well made CONCRETE BLOCK makes for a warm, clean and dry basement.

### Concrete Roofing

A roof covered with "WATERSEAL" CONCRETE TILE has a one inch dead air space between the roofing felt and tile which makes the attic warmer and drier in winter and cooler in summer, than any other roofing material; a roof covered with this tile is everlasting, becomes stronger with age, is water and fireproof, and costs very little more than shingles.

RE-ROOFING WATERSEAL is exceptionally well adapted for re-roofing and can be applied to any type of building directly over the old surface. Additional bracing is seldom necessary as the ave-

rage building is constructed to carry a roof of this weight.

"WATERSEAL" ROOFING TILE is made in any color desired, will not fade, makes an attractive roof and increases the resale value of any building to which it is applied.

The WM. H. DEVOS COMPANY, INC., one of the pioneer manufacturers of high grade CONCRETE BLOCKS, are also manufacturers of the high grade "WATERSEAL" CONCRETE ROOFING TILE, and have a full line of samples on display at their plant at 3115-3129 Auer Ave.



## Steel Construction in the Home

*By Worden-Allen Co.*

NOT so many years ago, the basement or "cellar" of the ordinary home was a thing spoken of only in whispers. It was used principally as a store-house for things seldom used. Nobody ever thought of taking a visitor to the basement. Today, the basement is the workshop and play room for the Modern Home—anything which can be done therefore, to increase its efficiency or attractiveness is of interest and value to the builder of a home.

In a "Better Home", *Steel Beams* replace the old fashioned, unsightly built up wood girders of twice their size, and *Steel Posts* replace large ungainly and inconvenient wood posts. The additional cost is very little and the advantages gained are many.

Since over 75% of all fires originate in the basement, it is advisable from a safety standpoint as well as better construction to use *J-L Junior Steel Beams* for the first floor instead of the customary wood joists. A 2 inch concrete slab over the beams and a plastered ceiling underneath give fire-safe construction. This construction in addition practically eliminates all plaster cracks, squeaky floors, gives better insulation against heat and cold, protects your investment by making your home easier to sell. It is more rigid, permanent, strong and dependable under any and all conditions.





## Carpentry

*By Beck-Pfeifer Building Corporation*

THERE are certain fundamental rules laid down in the matter of good carpentry in the building of a home. In the first place, to have a rigid floor the size of the joists should be correct and under parallel partitions joists should be doubled and properly cross bridged.

As a general rule, for the first floor, (and the second floor, as well, in a duplex) joists should be 2 x 10; for the ceiling 2 x 8; both 16 inches on center. For rafters, 2 x 6 twenty-four inches on center is correct. Sub flooring should be laid diagonally, and cut and nailed on center of joists.

All corner studs should be doubled, as well as studs at all openings. All headers should be doubled. It is important to insulate the ceiling joists, and insulation of outside walls is recommended. Then changing outside temperatures have little effect on the dwelling. Window and door openings should be insulated. A good roofing paper should be used over the sheathing.

To prevent a sweep of fire, Fire Blocks should be placed between each studding on outside walls where ceiling joist and walls meet.

The matter of the interior millwork is of prime importance. Quality should be the only guide in its selection. Grains should be matched; and only well seasoned woods should be picked. Poorly constructed cabinets and unseasoned lumber only mean unsightly cracks after the house is occupied.

The nuisance of squeaky floors is very simply prevented, if after paper is laid, each joist be marked and the finish floor carefully nailed to each joist with an eight penny casing nail.

The carpenters who put on the interior trim should be first class in every respect. The trim should be sanded by them after it is put in place. The doors should be hung, leaving a margin of  $\frac{3}{8}$  inch on sides and at top with proper clearance below and with a proper bevel.

A graceful sweeping stairway is always a thing of beauty, but it has its practical side as well. The housewife who has to "run the stairs" many times a day will appreciate an easily rising ascent. To prevent moisture from the plaster of the stairway warping or swelling the stair, the stringers, treads and risers should be oiled thoroughly on the reverse side before being put in place. The treads and risers should be wedged and glued.





## Sheet Metal Work

*By Tesch Bros.*

**B**ETTER homes require better sheet metal work and better heating! **DEPENDABILITY** is the keynote of our success! We sincerely believe that by giving *real service* **YOU** will naturally become an ardent booster for us. Tesch Bros. has, for many years, installed healthy heating and a high standard of sheet metal work.

A warm air furnace system correctly proportioned and skillfully installed offers the finest type of home heating system available. A furnace delivers heat immediately after fire is started. Because of quick response a warm air system is wonderfully convenient in early fall and late spring. A furnace supplies moisture in abundance to the air in every room. A furnace provides one large radiating surface out of sight in the basement. All space robbing radiating surfaces are eliminated from the living rooms. No weight is added to the building. The natural fall of cool air and rise of warm, moist air in the furnace heated home creates a constant circulation of healthful atmosphere.

Some modern homes of today are using **AUTOMATIC HEAT** with the Gas Era Furnace which has automatic humidity—installed by us. "All our users are loyal boosters."





## Face Brick and the Home

*By Wisconsin Face & Fire Brick Co., Milwaukee, Wis.*

THE appearance of the home usually is the reflection of the personality of those who live within. Face brick affords the home builder more possibility of expressing his personality than any other material, and it has structural values that cannot be equalled.

In conflagration, even stone, granite and concrete, though unburnable, will crack or disintegrate, while iron and steel will warp, twist and at times melt, but well-burned FACE BRICK stand the fire and come through unscathed. Do not suppose, however, that every brick you find on the market is worth buying for your purpose. To get reliable quality be sure that the brick you buy is a first-class product, such as handled only by first-class FACE BRICK dealers.

FACE BRICK is offered in a great variety of textures and colors. The variety is such that the most diverse tastes may be met in uniform shades, or preferably, blended shades of the most delicate and charming effects.

No other building material can approach FACE BRICK in the possibility of color schemes for the wall surface, and the colors last, for they are an integral part of the enduring brick. But in your choice of texture and tone of the brick themselves, you have by no means exhausted the possibilities of artistic effects in the wall surface. You still have to consider the vital influence of bonds and mortar joints as the results. FACE BRICK is the most elastic building material known and has been since about 2300 B. C. FACE BRICK has no equal.

The use of FACE BRICK should also be considered for economic reasons. You may perhaps think that a FACE BRICK home is too costly for your purse, and that you must content yourself with something less substantial. This is really a tradition left over from the days when excellent lumber was abundant and cheap. As a matter of fact, the FACE BRICK home does cost more than the frailer structures of wood or stucco or frame, but it costs only a *little* more and from every point of view is worth much more. The structural durability and artistic beauty save you money, and in the end actually reduces the cost of your brick home below that of the less substantial structures.



## Indiana Limestone

*By Vollbrecht Cut Stone Co.*

THE most natural inclination of the prospective home-builder is to acquaint himself with all the materials which enter into the construction of the home. In the brick home, the exterior trimming should not be dwelt upon too lightly. Here it is that the use of Indiana Limestone, commonly known as "The Aristocrat of Building Materials", should come to the fore against all competitors. Another point, which cannot be too strongly emphasized is its permanence, which comes from its superior weathering qualities in comparison to any artificial product man has to offer.

The idea that Indiana Limestone is more costly than local stone or artificial substitutes has frequently deterred people who appreciated the value of Indiana Limestone, from further considering the use of this fine material—nature's own building material. This prevalent idea of higher cost is partly based on truth but largely an exaggeration of that truth out of all proportion to the actual facts, furthermore this idea is invariably based upon the cost of rather inexpensive local stone, cheap in the raw state but costly in the way of labor involved in shaping and setting in the building. Few owners realize and really know the actual cost of Indiana Limestone in house construction and the manner in which a skillfully economic use of it affects the total cost of the home.

When contemplating your home, therefore, it is well to interview a reliable builder—one who is thoroughly familiar with the use and value of Indiana Limestone and thus be assured of a permanent home of lasting beauty.





## Plumbing

*By Otto Schoeller*

THIS community, being blessed with an adequate "Sewerage" system and an unlimited supply of pure, fresh "Water" is therefore not only an "Ideal" but a "Healthful" Community in which to live. The Pioneers of our city in their wisdom and foresight, surely "Builded better than they knew". Thus, the greatest problem for the home owner has been taken care of in a very able and efficient manner.

Work you do not see underground or hidden by lath, plaster, brick and wood, one-half of the plumbers' work is out of sight; concealed.

The plumbing fixtures of today are designed for complete sanitation and finished in materials impervious to grease and dirt. They are easy to clean, and keep clean, in fact are almost self cleaning.

True American art has brought the vogue in kitchen and bath room. Great strides are shown in the new and modern installations.

The kitchen sink with the new fixtures; swing spout faucets with soap dish attached; a larger strainer which can be removed and cleaned out, with a choice of an all electric sink with dish washer attached adds a great help and is labor saving to the housewife. The bath room, and there ought to be two of these wherever possible, was long the neglected room of the home, but it now is being furnished and decorated with as much care and distinction as the other rooms. An extra toilet room is not only essential but necessary.

The laundry tray also becomes a very necessary installation and with arrangements made for a good supply of hot water the drudgery has been taken out of wash day.

The Manufacturers and Jobbers of plumbing supplies have beautiful display rooms to which you are always welcome. Consult your plumber and ask him to accompany you to one of these show rooms and assist you in selecting the fixtures for your new home. Always specify plate numbers for your fixtures.

Thus it can readily be seen that the greatest of care must be taken in the selection of a "Master Plumber" to take care of this most important phase of "Home Building". Too much stress cannot be laid on the fact that you must place full confidence in the ability of the contractor for this branch of the work to give you the quality of work which will conform to the other features of your home.



## The Shingle of the Century

*By Louis Hoffman Co.*

FOR a long time man has labored to unite Nature's products in new combinations that would retain all the valuable points of the individual elements plus qualities only found in the new grouping. In recent years the application of engineering skill and chemical science has led to the perfection of many such articles. And an outstanding example is the Mohawk Tapered Asbestos Shingle.

The old hand-hewn wooden shingle had good texture and the deep shadow line so appreciated by the architect. Natural slate has its qualities of durability and protection. It remained for Mohawk Shingles to combine and enhance these with others peculiar to themselves. Their rougher texture has a particular charm. Their butts are available in thicknesses of three-eighths, five-eighths, and seven-eighths on an inch and may be had in plain or rough-hewn rustic edge that lends itself to the novel treatments in vogue today.

Composed of pure asbestos fiber and Portland cement, Mohawk Shingles are fire-proof. These two ingredients make an ideal insulation, cool in summer and warm in winter. These shingles will not crack or chip; age only improves them.





## The Measure of Home Comfort

*By Phil Duffy*



### WIRING SYSTEM

*—for lifetime service*

You measure the comfort of your home by its convenience. In these days convenience is, in large part, a matter of electrical service, and the effectiveness of this service depends on the completeness of the wiring system. If you are preparing to build a new home, you plan your plumbing system as a unit and you make sure that it will be complete. At the same time and for the same reason, you will appreciate the economy of building a complete electrical system into the structure as it is erected.

A complete wiring system provides for all the electric lights, for their proper control, and for the appliances that you or a future occupant of your house may some day want to use. The value to a future owner is really its value to you—that is, he will be more likely to buy and to pay your price for a house that meets his requirements. When you install a complete wiring system, you put into your house a value far in excess of the small sum which it costs—value that will be returned to you in full if you should ever sell.

Complete wiring is the road to a hundred comforts. Electric heating devices—percolators, urns, toasters, grills, and the like are available on the porch in summer, as well as in the dining room at all times, and when occasion requires, in the bed rooms and sick room.

There is, too, an undeniable prestige in complete wiring. The hostess whose home is made distinctive by the refinement of soft lights rightly placed, and who can offer her guests dainty dishes prepared in beautiful electrical devices—is one whom acquaintances love to visit.

All this enjoyment is made available by the installation of a complete wiring system.





## Standard X Plastering System

*By Pipkorn-Wallen Co.*

**W**HAT is Standard X—The Standard X Plastering System is formed of Standard X Lath, standard X Metal Fabric, Standard X Base Coat and United States Gypsum Company Finish Plaster.

Standard X Lath is a special gypsum lath  $\frac{3}{8}$  of an inch thick, 16 inches wide and 48 inches long, surfaced on the face of the lath in a special manner, and finished on the back with a moisture-resisting fibre of a distinctive red color. Standard X Lath is nailed and fitted with the ease of wood. It is fireproof, vermin-proof and non-deteriorating. Plaster, according to authoritative tests bonds more tightly to it than any other type of lath. In short, all the qualities necessary for a satisfactory lath are found in Standard X Lath.

Standard X Metal Fabric, applied over both vertical and horizontal joints after Standard X Lath has been erected, is composed of strips of expanded metal 3 inches wide, and made with a patented selvedge edge. The fabric is easily applied, and assures adequate thickness of base coat.

Standard X Base Coat—Standard X Base Coat is a gypsum plaster scientifically compounded for use only as part of the Standard X Plastering System. It is entirely factory-mixed. Nothing is added to Standard X Base Coat, before application, but water. This base coat plaster is exceptionally plastic. It bonds tightly with Standard X Lath, and over

the Standard X Metal Fabric, to form a hard, dense, unit plaster construction that is virtually impervious to cracks other than those originating in defects of the building itself.

Standard X Base Coat is much more resistive to fire than an equal thickness of ordinary sand-mixed plaster. It also has greater tensile and compressive strength, and provides a much more durable wall and ceiling finish.





## Plastering

*By Beck-Pfeifer Building Corporation*

SINCE so much of the interior surface of a house is plastered, a great deal depends upon the plastering job. Between seventy-five and eighty-five per cent of the interior wall space in every house is covered with plaster, consequently it is well to give the matter of plastering plenty of consideration when building a home.

Craftsmanship in applying plaster is important. Good material may be ruined by poor workmen.

When lathing with wood lath, be sure that only Number One Pine or Hemlock Lath is used. Beware of the lath with bark, sap or full of knots. It will give you trouble. Stains from the bark, sap or knots will appear through the plaster not long after it is applied.

The lath should be nailed to the studs with three penny lathing nails, and should be spaced at least  $\frac{1}{4}$  in. apart, with lengths broken every eighth lath. The spacing for the ceiling may be  $\frac{3}{16}$  in. Before applying the plaster the lath should be wet, this insures a better plaster job.

For a good job the plaster should be  $\frac{3}{8}$  in. thick over the entire wall, and the plaster must clinch well back of the lath. Either American or Red Top Plaster is good. Three bags of these may be mixed with one of Climax. For the sand coat, American or Red Top Sand Float should be used.

A word of warning may not be amiss here. In order to get a good first class plastering job the first coat should be thoroughly dry before the sand coat is applied. Even though material is saved by plastering on a green wall, the resultant job is far below standard. In better homes, the walls and ceilings should be rodged or straight edged complete. When this is done, there is no possibility of hollows—an even thickness of plaster is maintained throughout.

The plaster must never be allowed to dry too fast or the job will be spoiled.

For plaster work on exteriors, the U. S. Gypsum Ornamental Exterior Plaster is recommended. Danger from cracking is minimized if applied according to manufacturer's specification. Of course, the base coat must be thoroughly dry or you will have cracks. Obviously, a good rule to follow when using any of the prepared plasters is to follow faithfully the manufacturer's specifications.





## Warm Air Heating

Dependable, Healthful, Economical

*By L. J. Mueller Furnace Co.*



FOR seven or eight months of each year, the health and comfort of the family are largely dependent upon the heating system which is installed in the home. It is therefore of utmost importance that a capable system be selected.

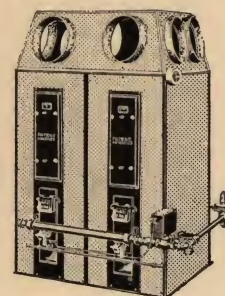
Because of its flexibility, economy and dependability, the warm air heating system is the most popular type in use. During the Fall and Spring, when only a little heat is needed, it is more easily controlled and more economical in fuel than any other type of system. During the cold winter months it is fully capable of supplying all the heat required.

A warm air system is the only system which makes provision for supplying moisture to the air in the home. When the air in the home is heated, the percentage of humidity is lowered, and unless additional moisture is supplied by the heating system, it will take it from the persons, plant life and furnishings in the home. A water pan is supplied regularly with every warm air furnace, and if desired, an automatic Moistener may also be installed.

Cast iron is the most suitable metal for furnace construction because of its durability and its heat retaining qualities. For most satisfactory results the furnace should be so constructed that the individual castings fit together in deep cup joints, eliminating bolted and riveted connections. Fire doors and ashpit door as well as the openings should be surface ground to assure dust and gas-tight fit.

Before selecting the furnace, it should be decided what fuel is to be used, and then select the furnace best adapted to that fuel. Hard coal and coke are the fuels most commonly used with warm air furnaces. Oil burners may also be used to good advantage with well-constructed coal furnaces.

The use of gas as fuel is growing rapidly in popularity. For comfort, convenience, cleanliness and total freedom from labor or attention, it is without equal. However, gas can be burned efficiently only in a furnace designed exclusively for the burning of gas. The cost of heating with gas is less than most people think. A free survey to determine the probable cost of operation for any home is available for the asking. The Gas-Era Furnace has been approved as to design, safety and efficiency by the American Gas Association.





Wauwatosa, Wis.  
Feb. 22/29.

Beck-Pfeiffer Bldg. Co.  
Milwaukee, Wis.

Gentlemen:-

We are so satisfied with our home, the workmanship, materials and all that we feel our builders should have some kind of a letter as proof instead of just our verbal statements. The word "worry" with regard to the construction of our home was foreign to us. We had no worry.

The construction and materials used were of the best, not because we paid extra for this, but we found it one of your very good features in quoting bids to figure a job, "complete and of the best materials" thus eliminating the so-called extras.

We are thoroughly satisfied

Very truly yours,

Mrs. & Mrs. J. Luebke  
Wauwatosa, Wis.



Beck-Pfeifer Building Corp.,  
Milwaukee, Wisconsin.

Milwaukee, Wisconsin.  
February 8, 1929

Gentlemen:--

We take pleasure in expressing our appreciation of the home your firm recently completed for us. It is a tailor-made home in every respect. The specifications were strictly followed, and every detail was arranged for our comfort and convenience.

The personal supervision of both Messrs. Beck and Pfeifer was a source of great satisfaction to us. Accept our thanks for your kind co-operation.

Very truly yours,

*Mr. & Mrs. Frank H. Hummel*  
*1673-38th St.*

Beck-Pfeifer Building Contractors,  
4413 Center Street,  
Milwaukee, Wisconsin.

February 7, 1929  
1398 Larkin St.,  
Milwaukee, Wisconsin

Dear Sirs:--

Just a few lines to show our appreciation of the home you built for us. We want you to believe this. You have more than made us content. You have made us happy. Our home leaves nothing to be desired.

The kitchen is a dream. Needless to say all other rooms are perfect. Lots of closet room. And please don't laugh, we have a 100% dry basement. A heating plant that cannot be beat. Any time you have a client that is going to build, bring them to 1398 Larkin St. and I can assure you they will see some home. You certainly lived up to your contract, and then some.

Must close now from

Yours truly,

*Mr. and Mrs. Maurice B. Pollock*





Wauwatosa Wis.  
Feb. 22/29.

Beck-Pfeiffer Bldg. Co.  
Milwaukee Wis.

Gentlemen:-

We are so satisfied with our home, the workmanship, materials and all that we feel our builders should have some kind of a letter as proof instead of just our verbal statements. The word "worry" with regard to the construction of our home was foreign to us. We had no worry.

The construction and materials used were of the best, not because we paid extra for this, but we found it one of your very good features in quoting bids to figure a job, "complete and of the best materials" thus eliminating the so-called extras.

We are thoroughly satisfied

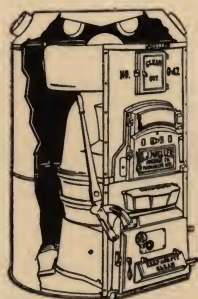
Very truly yours,  
Mr. & Mrs. F. T. Lubke  
Wauwatosa Wis.



# Warm Air Heating

Dependable, Healthful, Economical

*By L. J. Mueller Furnace Co.*



FOR seven or eight months of each year, the health and comfort of the family are largely dependent upon the heating system which is installed in the home. It is therefore of utmost importance that a capable system be selected.

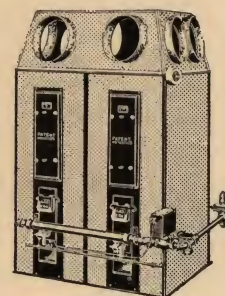
Because of its flexibility, economy and dependability, the warm air heating system is the most popular type in use. During the Fall and Spring, when only a little heat is needed, it is more easily controlled and more economical in fuel than any other type of system. During the cold winter months it is fully capable of supplying all the heat required.

A warm air system is the only system which makes provision for supplying moisture to the air in the home. When the air in the home is heated, the percentage of humidity is lowered, and unless additional moisture is supplied by the heating system, it will take it from the persons, plant life and furnishings in the home. A water pan is supplied regularly with every warm air furnace, and if desired, an automatic Moistener may also be installed.

Cast iron is the most suitable metal for furnace construction because of its durability and its heat retaining qualities. For most satisfactory results the furnace should be so constructed that the individual castings fit together in deep cup joints, eliminating bolted and riveted connections. Fire doors and ashpit door as well as the openings should be surface ground to assure dust and gas-tight fit.

Before selecting the furnace, it should be decided what fuel is to be used, and then select the furnace best adapted to that fuel. Hard coal and coke are the fuels most commonly used with warm air furnaces. Oil burners may also be used to good advantage with well-constructed coal furnaces.

The use of gas as fuel is growing rapidly in popularity. For comfort, convenience, cleanliness and total freedom from labor or attention, it is without equal. However, gas can be burned efficiently only in a furnace designed exclusively for the burning of gas. The cost of heating with gas is less than most people think. A free survey to determine the probable cost of operation for any home is available for the asking. The Gas-Era Furnace has been approved as to design, safety and efficiency by the American Gas Association.





## Plastering

*By Beck-Pfeifer Building Corporation*

SINCE so much of the interior surface of a house is plastered, a great deal depends upon the plastering job. Between seventy-five and eighty-five per cent of the interior wall space in every house is covered with plaster, consequently it is well to give the matter of plastering plenty of consideration when building a home.

Craftsmanship in applying plaster is important. Good material may be ruined by poor workmen.

When lathing with wood lath, be sure that only Number One Pine or Hemlock Lath is used. Beware of the lath with bark, sap or full of knots. It will give you trouble. Stains from the bark, sap or knots will appear through the plaster not long after it is applied.

The lath should be nailed to the studs with three penny lathing nails, and should be spaced at least  $\frac{1}{4}$  in. apart, with lengths broken every eighth lath. The spacing for the ceiling may be  $\frac{3}{8}$  in. Before applying the plaster the lath should be wet, this insures a better plaster job.

For a good job the plaster should be  $\frac{3}{8}$  in. thick over the entire wall, and the plaster must clinch well back of the lath. Either American or Red Top Plaster is good. Three bags of these may be mixed with one of Climax. For the sand coat, American or Red Top Sand Float should be used.

A word of warning may not be amiss here. In order to get a good first class plastering job the first coat should be thoroughly dry before the sand coat is applied. Even though material is saved by plastering on a green wall, the resultant job is far below standard. In better homes, the walls and ceilings should be rodged or straight edged complete. When this is done, there is no possibility of hollows—an even thickness of plaster is maintained throughout.

The plaster must never be allowed to dry too fast or the job will be spoiled.

For plaster work on exteriors, the U. S. Gypsum Ornamental Exterior Plaster is recommended. Danger from cracking is minimized if applied according to manufacturer's specification. Of course, the base coat must be thoroughly dry or you will have cracks. Obviously, a good rule to follow when using any of the prepared plasters is to follow faithfully the manufacturer's specifications.





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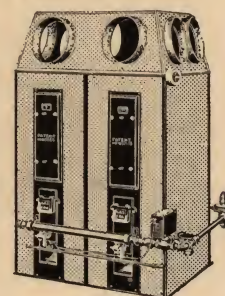
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Very truly yours,

Mr. & Mrs. F. F. Lubke  
Wauwatosa Wis.



Beck-Pfeifer Building Corp.,  
Milwaukee, Wisconsin.

Milwaukee, Wisconsin.  
February 8, 1929

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## Hot Water Heating

The Ideal Way to Heat the Better Homes

*By Pflugradt Heating Co.*

EVERY prospective home builder is confronted with the problem of what kind of heating to install. Proper heating contributes more to the comfort of a home than any other thing. The most satisfactory form of heating for both large and small homes is radiator heat. Radiator heat is heat supplied by circulating steam, hot water or vapor, through radiators of cast iron or pressed steel.

All things considered, Radiator Heat is ultimately the cheapest form of heating because it saves on reduced operating expense, permanence of installation, and produces healthier living conditions. The saving in operating expense alone will make up any difference in the first cost in a few years. Radiator heating plants will burn the cheaper grades of coal. Furthermore, oil burners also operate with greater efficiency in radiator heating plants. The second big saving is in the life of the installation. A properly constructed radiator system will outlast the building it heats and with only minor repairs. Third, but of first importance, is the saving of the family's health. Radiators give constant uniform heat—no hot or cold spots. Windows need not be kept closed. The humidity or moisture content of the air you breathe has an important bearing on your health. Below the normal humidity of outdoor air, every bit of moisture removed makes air less healthful. Radiators give you ample heat without "baking" the air and taking out any considerable quantity of moisture. Radiator heat is clean heat. It has no large open pipes to collect and circulate dust. With radiator heat proper ventilation can be had through the normal means—the windows. The boiler and piping of a radiator heating system occupy little space. The basement of the modern home is often finished off simply into two or three useful rooms beside the boiler room.

The boiler of a radiator heating plant requires comparatively little firing. The firing chamber is especially designed to "hold" the fire. It gives boilers a longer "firing period"—a few minutes mornings and evenings is all that is required for home heating.

Radiator heat puts the heat where it is wanted, in every room in the house—even the basement—you can heat the garage if you wish. Winds, or air currents in the house, do not affect its uniform heat distribution. Radiators heat where heat is needed most, near the windows, and keep the entire house uniformly warm. Radiator heat increases the value of your home property. In the first place the heating equipment itself is more valuable. Second, the value of your home depends upon its desirability. And that directly affects its loan value.





## Quality Millwork

*By Wm. H. Schmidt & Sons Co.*

THE charm of many homes lies in the unusual bits of cabinet work found throughout the house. An artistic mantelpiece, a pleasing handling of the wainscoting—touches of individuality by an inspired designer. But, given an unusual design, the builder cannot do it justice unless the millwork is of the best.

The most outstanding feature in the construction of a home today, the thing that is always before your eyes is the millwork. Is it not necessary, then, that your cabinets, stairs, mouldings and fireplace mantels be of the best possible quality?

This class of work can only be obtained from a mill that specializes in this line, one that makes each article an individual product, rather than from a mill that runs on a production basis.

The reasons that you can get better quality from a specialized mill are:

1. More care is taken in selecting the lumber to go into the job.
2. More stress is put on the drying. The drying is done in the latest improved Dry Kilns, and Scientific instruments are used to test for moisture content, thus giving assurance against shrinkage and warping.
3. More attention is given to the machine and sanding, making it possible to have the several parts of the cabinet fit more accurately.
4. The workman in assembling the cabinet takes pride in the individuality of his work, which means good construction.

The owner of a home with this type of millwork cannot be other than satisfied. We specialize in this quality millwork.





## Ceramic Tile for Permanence and Beauty

*By Butler & Son Company*

The Andiron Studio

Sellers Kitchen Equipment

THERE are certain inherent qualities in "Ceramic Tile" which since the time of the Babylonians, Saracens and early Egyptians have caused its use wherever these qualities were desired and appreciated. Fired in kilns at temperatures ranging around 2000 degrees Fahrenheit, it is rendered impervious to the action of heat and moisture and retains its luster and color indefinitely. The wearing qualities and the sanitary condition produced by its installation are too well known to necessitate mention here. Contrary to general belief it is not expensive and once installed requires no upkeep and can be restored to its original beauty with the use of a damp cloth. The beauty of tile floors in vestibules, sun rooms, stair halls, etc. is sometimes enhanced with the application of a thin coat of liquid wax applied at intervals to the floor.

Tile has many uses in any home but no modern one is complete without a tile bathroom. A bathroom, as everyone knows, is subjected to heat and moisture extremes more than any other room in the house, the result being that unless tile is used, in a very short time repairs are necessary and the upkeep expense has more than balanced the slight saving made when tile was omitted. We have had so many contracts recently replacing wood floors and plaster wainscotes that we wonder that anyone building a home even considers not having a tile bath.

Tile is distinctive and comes in almost any shape or color and fits into any scheme of interior decorating so well that we feel that no one will challenge our statement. Ceramic Tile has no substitute.





## The Decorator's Suggestion for Preserving and Beautifying the Home

*By Jacqmin & Sons*

**Color in the Home** Color is at last coming into its kingdom. In devising a color scheme for any home decorative purpose, choose the colors which you yourself love the best. Do not hesitate to infuse a bit of gaiety and individuality into your decorations. It is wise to remember, however, that too many colors destroy a color scheme, and that one particular color should dominate.

You will select two opposite colors on which to build up a color chord. These two original colors are only to appear in the smallest objects for the sake of climax. The large surfaces, such as draperies and hangings, will be in the broken tones of these colors, while the walls and floor will be "neutralized". This does not mean that colored or patterned walls cannot be used, but that they remain in the background.

A room that is too high may be "cut down" by a frieze; while narrow paneling makes a ceiling seem higher. This can be of inexpensive moulding, a trifle lighter than the walls. Keep the floor darker than the walls and the ceiling lightest of all. If the floor and walls are plain, figured draperies are suggested. It is best to place heavy pieces singly and smaller ones in groups for the sake of balance.

**Painted Walls** Enameled walls in the kitchen, bathroom and nursery are recommended, because they are easily kept clean without fear of marring their glossy beauty. The furniture in these rooms is best enameled for cheery atmosphere. A brightly colored breakfast suite is an added attraction. Cupboards should be lined with contrasting colors. Nurseries should be decorated in bright colors, for these mean much to the children, especially when stenciled around the wall in a frieze.

Of course, the natural wood finishes like walnut, oak, mahogany and maple will always hold first place for their quiet elegance in the more formal rooms. Yet here also a bright lacquered object

such as an end table, a magazine rack, a joint bench in Chinese Red and Black for the walnut room, or in antiquated Jade and Ivory for mahogany room, will give an added touch. Perhaps you have a piece of old pottery, basketry, a candlestick or a bottle of odd shape which can be converted into a thing of beauty by an application of lacquer or enamel. This will strike a bright note in your color scheme. Indeed, you can paint happiness into your home and make everyone around you reflect it.





## A Good Home Deserves Good Hardware

*By Gross Hardware Co.*

WHAT is the first thing you touch when entering a new home? Isn't it your front door handle? Therefore isn't it advisable that this first impression should be favorable? It has always been our practice to advise our customers that a good home deserves good hardware. Will the knobs and handles still be beautiful in the years to come? Will the locks be quiet and secure? They will be if when first you build, you insist on Yale Locks and Hardware of solid bronze or brass.

This has been proven by years of service in homes and other buildings in all parts of the world. They combine decorative features that appeal to the eye, with skillful mechanism that insures faultless operation and absolute protection as long as the structure stands.

The importance of locks and hardware cannot be over emphasized. Nothing in a building gets more usage. If you are building a home which you will occupy, you should be interested in the hardware that will contribute hourly to your comfort, convenience and security. To insure your security, we will give to you three Yale Cylinder Keys, which will operate all of the entry doors to your home and garage—the locks to these doors being master keyed in one set, so that you have but one key to carry.

The selection of hardware for the home should be given careful thought and consideration. There is probably no other equipment in the home in which one comes into such intimate contact, it is handled many times every day. If it is good hardware, it does not receive more than a passing thought, but if an inferior grade is used, it will prove a constant annoyance and will require frequent replacement.

We will be pleased to assist you in selecting the correct hardware for your home. You are also at liberty to select your hardware at any hardware dealer, but we heartily recommend that you select all your hardware at the Phillip Gross Hardware & Supply Company, because our experiences have always been in the past, "IF IT'S FROM GROSS IT'S GOOD."





## Proper Window Shades Add Distinction

*By Bohnert Shade Shop*

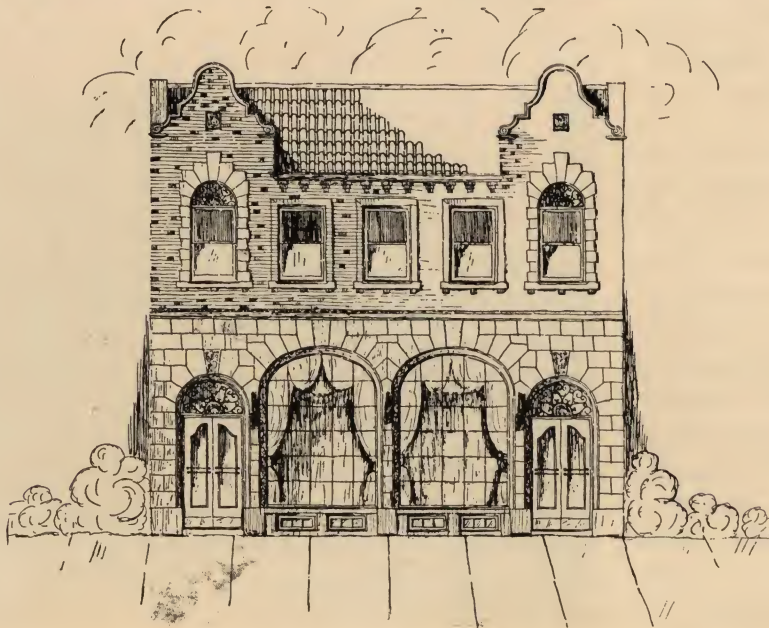
HAVE you ever visited in a friend's home where in spite of the fact that perhaps the furniture and furnishings were of excellent quality and arranged properly and with taste, there seemed to be something wrong or lacking? Of course you have! We have all had just such an experience and in many cases it has been due to an improper selection of window shades.

It is surprising how the material used in window shades can mar or add distinction to the whole interior setting of a home.

The first item which should be considered in the purchase is the quality and strength of the material. Some materials apparently are merely made to be sold and are not worth their installation, let alone the worry and trouble which they cause. The manufacture of window shades has become a highly specialized line of business and shade cloth can be purchased in various attractive designs as well as in various grades of quality. Good material in a plain neutral color is far better than poor material in a fancy design. However, it is possible to secure quality shades with attractive designs at a very reasonable price and which will add distinction to the whole interior of your home. Window shades, the same as any

other home furnishings become soiled and should be cleaned from time to time, so it is economical in the end to purchase good material which will withstand cleaning.

The reason why we find neutral colors and plain designs in shade cloth in most homes is due to the fact that little attention is given to this important item of home equipment and because such types of shades fit in harmoniously with most kinds of draperies, floor coverings or furniture upholstery, but, the home owner can select shades in colors and designs that would produce a very pleasing effect in combination with the other furnishings, which would more than repay for the time and trouble.





## The Value of Ornamental Wrought Iron

*By West Side Iron & Wire Works*

ORNAMENTAL wrought iron railings on porches or terraces or ornamental flower baskets for windows; beautiful grilles on doors or grilles for transom add to beautify the homes of today to a great extent.

In homes being built today wrought iron interior gates are replacing the old-fashioned solid doors between living room, dining room, music room or sun room. The gates are not only decorative but they provide a division between the rooms without excluding light or air. Somehow they also make the rooms look more spacious.

Delightful is the beautiful hand work of a wrought iron stair rail when silhouetted against the plaster of an interior wall.

The hammered highlights of a wrought iron fireplace screen give new value to the stone or brickwork of a handsome fireplace.

Then there is the wrought iron drapery poles that add to beautify the interior of the homes of today.



## Storm Sash

*By Goelzer & Schultz Company*

THE matter of storm sash comes up for consideration to almost every home owner. Often suggestion of substitution with weather strips is accepted because of convenience and protection from rain storms and exclusion of dust and dirt.

This argument is good as far as a really good strip goes, but there remain conditions which a weather strip installation cannot remedy.

When the glass surfaces in windows and doors become chilled to prevailing outdoor temperatures, the natural tendency to throw off cold prevails, bringing about a neutralization of the heat given off by radiators or hot air registers, thereby causing a lower room temperature.

A storm sash and storm door installation will eliminate the icy blasts from penetrating the glass areas in sash and doors by providing an air space between the outer and inner windows and doors. Insulation of openings should receive the same attention as that given to insulating or air spacing between outside walls of your building.

Condensation is also a factor of no small consequence. Water forming on inside surface of window sash causes discoloration and decaying of sash and sills, and soaking up of plaster below

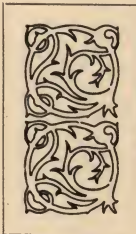
the sills, to say nothing of the ruination of dainty curtain fabrics. An equipment of storm sash will solve this problem for you.

Goelzer & Schultz Co. storm sash installation not only affords protection, but lends individuality to your building through correct design.

Our thirty years experience in the field places us in a position to fulfill your storm sash, storm door, storm vestibule and screen wants in a satisfactory manner.







21-22 222

**KOEHRING COMPANY**  
MANUFACTURERS OF  
 PAVERS, MIXERS - GASOLINE SHOVELS,  
 CRANES, DRAGLINES.  
OFFICE AND WORKS  
 317 STREET ONE (CONCRETE) AVE

CABLE ADDRESS  
 "KOEHRING"  
 WESTERN UNION CODE

**MILWAUKEE, WIS.**  
IN REPLYING REFER TO NO

February 8, 1929.

Beck-Pfeiffer Building Corp.,  
 4413 Center Street,  
 Milwaukee, Wisconsin.

Gentlemen:-

Just a word or two in appreciation for the manner in which your corporation has carried out its policy in the building of my home, which was completed on August 7th. I am indeed happy to state that your company has conducted itself in a very courteous and efficient manner during the entire building program. The service feature practiced by yourselves, is especially to be commended.

The writer wishes you to know that it will be a pleasure and a privilege to recommend you in every respect to anyone contemplating building.

Respectfully yours,  
*W.C. Sauer*  
 Traffic Director,  
 Koehring Company

W.C. Sauer,  
 1408-51st Blvd.,

**Greene Printing Company**  
*Enterprise Building*  
*Milwaukee*

Telephone  
 Grand 4637

February 8th,  
 1929

Beck-Pfeiffer Bldg. Corp.,  
 4413 - Center St.,  
 Milwaukee, Wis.

Gentlemen:

Now that our home is completed we want you to know that we are thoroughly satisfied in every way. The workmanship and materials are excellent. Although you worked under many difficulties (with no improvements in the street) yet we were able to move in on the day you stated when the contract was let.

Sickness kept me away from the city more than three weeks during construction and upon my return I found everything had progressed in a satisfactory manner and in wonderful shape.

If at any time you wish to show our house to anyone contemplating a building, we would be glad to show it and you may refer anyone to us who may have any doubt about the ability and honesty of the Beck-Pfeiffer Building Corporation.

With best regards to you all, we are  
 Very truly yours,  
*Mr. and Mrs. J. F. Sampson*

JOS:AJ





## Service That Satisfies

By Fagan-Andrews Co.

**S**OFT WATER has become a requisite for the complete outfitting of a home. Water which is really **SOFT AND PURE** is required. **RAINBOW SOFTENERS**, whether manually or automatically regenerated, deliver this quality of water. **RAINBOWS** are selected by the **BECK-PFEIFER COMPANY** because they demand equipment which must fit into their plan for quality furnishings. The simplicity of operation backed by years of actual experience makes **RAINBOW** the logical selection.

Added to this is the "SERVICE THAT SATISFIES" by **FAGAN-ANDREWS COMPANY**.

<p>195 W. Center Street Wauwatosa, Wisconsin February 7, 1929</p> <p>Beck-Pfeifer Building Corp. 4413 Center Street Milwaukee, Wisconsin</p> <p>Dear Sirs:-- I am glad of the opportunity which you offered in your letter of February 4.</p> <p>I am proud to say that the firm of Beck-Pfeifer built my house for me.</p> <p>There is no kind of service that they do not willingly give, whether it be in locating a suitable homesite, the planning of the home to fit the needs of the family, or in seeing that the home be put up in the best manner possible.</p> <p>The work was completed in the shortest time possible, but not to the sacrifice of workmanship or materials.</p> <p>The workmen employed are of the best and no defects are allowed to pass by unnoticed.</p> <p>The quality of materials used cannot be excelled.</p> <p>The dependability of the builders is unquestionable. If they make a statement, it need not be in writing to guarantee that it will be carried out to the letter.</p> <p>To anyone desiring the above qualities in a building contractor I can heartily recommend the firm of Beck-Pfeifer.</p> <p>Very truly yours, <i>A. Eugene Miller</i></p>	<p>Milwaukee, Wisconsin. February 6, 1929.</p> <p>Beck-Pfeifer Building Corp. Milwaukee, Wis. Gentlemen:</p> <p>Permit me to thank you for the way you have handled the building of our home. You are undoubtedly the fairest home builders we have had the pleasure of dealing with.</p> <p>The house has given us perfect satisfaction and our interest in it is always increasing. Our little home is just perfect and everyone who sees it admires it.</p> <p>Thanking you for your courtesy, I am,</p> <p>Yours very truly, <i>Halter Miske</i> 869-6 Ave.</p> <p>Milwaukee, Wisconsin. February 8, 1929.</p> <p>Beck-Pfeifer Building Corporation, 4413 Center Street, Milwaukee, Wis. Gentlemen:--</p> <p>Due to the extreme comfort we have taken in our beautiful new home this winter, which you recently built for us, I feel it is no more than right that I drop you Gentlemen a few lines, expressing my hearty appreciation of the very fine construction and workmanship put in my home. We love our home and thoroughly enjoy it.</p> <p>Cordially yours, <i>Mr. and Mrs. R. M. Joken</i></p>
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From the collection of:  
Alan O'Bright

**Beck-Pfeifer Building Corporation**

*Designers and General Contractors*

4412 Center Street

Phone EDgmore 8912

MILWAUKEE, WIS.